The competencies and value of cand.it. graduates

Cand.it. Career Fair 2020

SEISMON^UT

Study on competencies and value creation in 2019

On behalf of the it-vest network, we conducted the first comprehensive study on competencies and value-creation of cand.it.-graduates

A three-fold objective:

- to understand the competencies among graduates,

- to analyse the match between competencies and demand from labour market, and

- to create a better vocabulary for your skills and value

Cand.it.ernes kompetencer og værdiskabelse

Analyserapport udarbejdet af Seismonaut for It-vest – samarbejdende universiteter, august 2019

Our approach

- Analysis of **intended competencies** (research in formal content of the 14 cand.it.-programmes + dialogue with representatives from the universities)

- Analysis of **achieved competencies** (survey among graduates + interviews with selected graduates + data from LinkedIn-profiles)

- Analysis of **demand and match** (survey among employers + interviews with selected employers)

Intended competencies – five categories

Business development

- Digitalisation, digital transformation,
- It-mgt., -implement-tation, -strategy
- Product development
- Project management,
- Etc.

Creative skills

- Design thinking,
- Design processes,
- Concept development,
- Usability,
- User experience (UX/UI),
- Etc.

Digital skills

- App-/web-develop.,
- Marketing,
- Digital experiences,
- SoMe-management/-optimisation,
- System-development,
- Etc.

Educational skills

- Digital learning
- Use of it in education
- Etc.

Problem Based Learning (ability to acguire knowledge, to work analytically, interdisciplinary, problem- and result-oriented, collaboration with business community, teamwork etc

Achieved competencies

Survey among graduates + interviews with selected graduates + data from LinkedIn-profiles

LinkedIn:

- We scraped 2.419 unique cand.it.-profiles (graduates from one of the three universities)

- Found a total of 32.213 competencies (13 in average) and 224 unique competencies

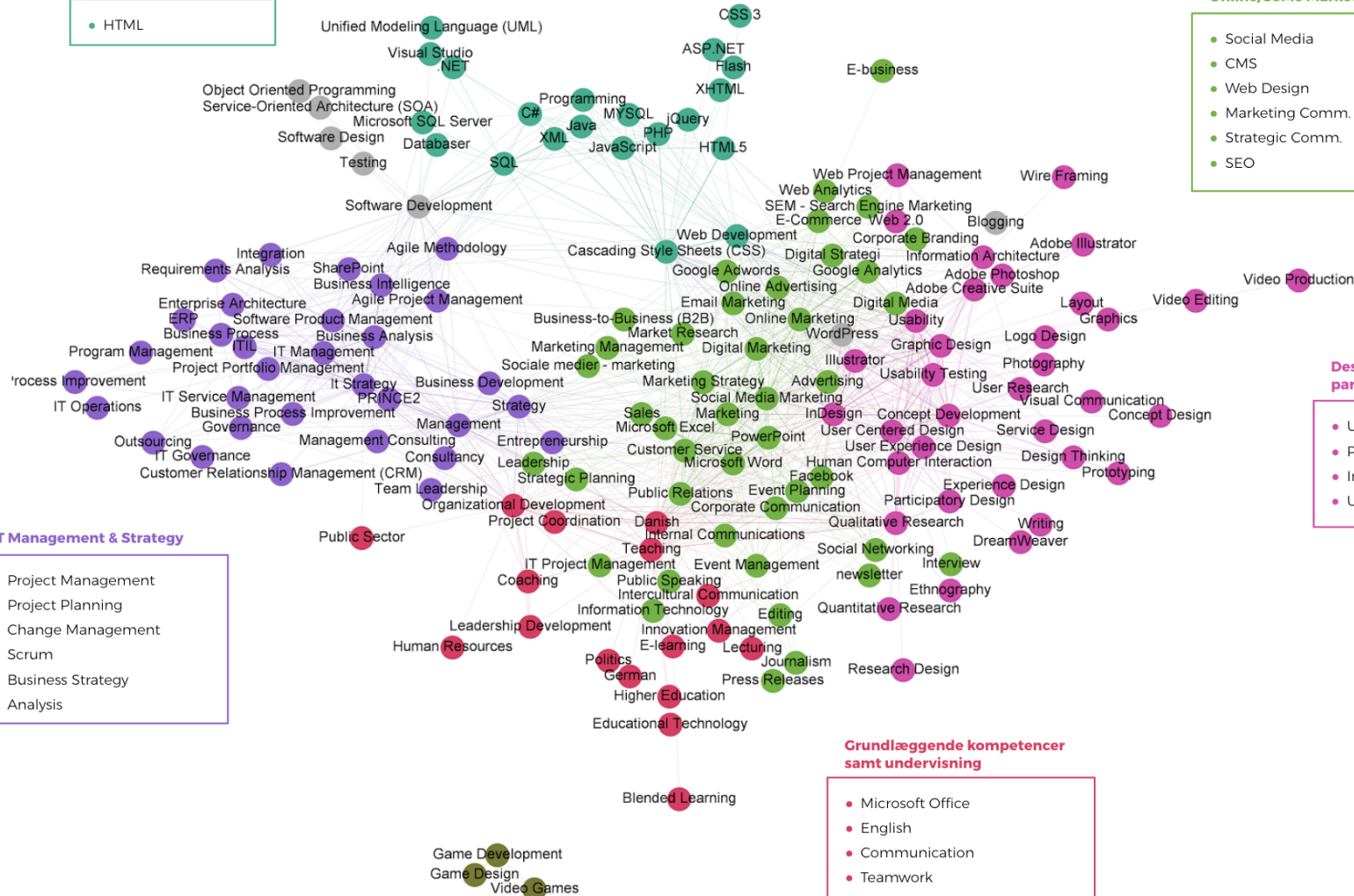- Network analysis of patterns across all profiles

Software development and programming
- HTML

Online/SoMe Marketing
- Social Media
- CMS
- Web Design
- Marketing Comm.
- Strategic Comm.
- SEO

Design – Graphic and participatory
- User Experience
- Photoshop
- Interaction Design
- User Interface Design

IT Management & Strategy
- Project Management
- Project Planning
- Change Management
- Scrum
- Business Strategy
- Analysis

Grundlæggende kompetencer samt undervisning
- Microsoft Office
- English
- Communication
- Teamwork

Unified Modeling Language (UML)
Visual Studio
.NET
CSS 3
ASP.NET
Flash
XHTML
E-business
Object Oriented Programming
Service-Oriented Architecture (SOA)
Microsoft SQL Server
Software Design
Databaser
Testing
Programming
C#
Java
MYSQL
jQuery
XML
PHP
JavaScript
HTML5
SQL
Software Development
Web Project Management
Web Analytics
Wire Framing
Blogging
SEM - Search Engine Marketing
E-Commerce Web 2.0
Corporate Branding
Digital Strategi
Information Architecture
Adobe Illustrator
Video Production
Integration
Requirements Analysis
Agile Methodology
SharePoint
Business Intelligence
Agile Project Management
Cascading Style Sheets (CSS)
Web Development
Google Adwords
Google Analytics
Adobe Photoshop
Adobe Creative Suite
Digital Media
Video Editing
Enterprise Architecture
ERP
Business Process
Software Product Management
Business Analysis
Online Advertising
Email Marketing
Business-to-Business (B2B)
Market Research
Online Marketing
WordPress
Usability
Layout
Graphics
Program Management
ITIL
IT Management
Digital Marketing
Graphic Design
Logo Design
Process Improvement
Project Portfolio Management
It Strategy
Business Development
Sociale medier - marketing
Marketing Management
Illustrator
Usability Testing
Photography
IT Operations
IT Service Management
PRINCE2
Strategy
Marketing Strategy
Advertising
Social Media Marketing
User Research
Visual Communication
Concept Design
Business Process Improvement
Governance
Management
Sales
Marketing
InDesign
Concept Development
Service Design
Outsourcing
IT Governance
Management Consulting
Consultancy
Entrepreneurship
Microsoft Excel
PowerPoint
User Centered Design
User Experience Design
Human Computer Interaction
Design Thinking
Prototyping
Customer Relationship Management (CRM)
Leadership
Customer Service
Microsoft Word
Experience Design
Team Leadership
Strategic Planning
Facebook
Event Planning
Participatory Design
Writing
Organizational Development
Public Relations
Corporate Communication
Qualitative Research
DreamWeaver
Public Sector
Project Coordination
Danish
Internal Communications
Social Networking
Interview
IT Project Management
Event Management
newsletter
Ethnography
Coaching
Public Speaking
Quantitative Research
Leadership Development
Intercultural Communication
Information Technology
Editing
Human Resources
Innovation Management
E-learning
Lecturing
Research Design
Politics
German
Journalism
Higher Education
Press Releases
Educational Technology
Blended Learning
Game Development
Game Design
Video Games
Teaching

Demand

Competencies	Current demand	Expected demand
Digitalisation, digital transformation or digital innovation	94 %	Neutral
Digital and technological Literacy (digital and technological understanding)	88 %	Decreasing
Project management	83 %	Neutral
Information architecture	83 %	Neutral
Business analysis and business intelligence	81 %	Neutral
Design processes	73 %	Decreasing
Design anthropology and user-understanding	73 %	Decreasing
Concept-development	72 %	Increasing
It-management, -implementation and -strategy	71 %	Neutral
Design thinking	69 %	Increasing

- **High and increasing demand:** Concept-development and design thinking

- **High and neutral demand:** Digitalisation, project mgt., business analysis, business intelligence, It-management, -implementation and –strategy

- **High but decreasing demand:** Design processes, user-understanding

How do you match?

- Across profiles, your skills are demanded – strong relation between your skills and skills in demand

- Especially as connectors, translators and developers - it. when you combine it/technical/ business skills with your understanding of users/market and design/manage processes internally and externally

- Currently a high institutional focus on educations and programmes focussing on Digital Integrators (not so much digital specialists or generalists)

Thanks!

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